

CACTUS HANDLES THE CHEVROLET

Gets Agency Friday and Sale is Closed the Same Day to J. R. Hunter.

The local selling agency of the Chevrolet is now with the Cactus Motor company, which will handle this popular light car as well as the Allen. The transfer was made from the Tryon Motor Sales company to the Cactus Motor company on Friday morning. By Friday noon, the new dealers had made their first sale and delivered a model '486' touring to John R. Hunter. The Tryon company temporarily retires from the sales field.

The commodious sales room and the complete shop equipment of the Cactus company will enable it to push the Chevrolet to the front. "Doc" Thomas will specialize on Chevrolet sales while manager E. E. Wiseman will devote his chief efforts to the Allen.

One of the first moves of the new agency was to announce a cut in the freight charge on the '486' model. The new list price, here, is \$625.

"We are well pleased at being able to secure the Chevrolet," said manager E. E. Wiseman, "for we believe that it is one of the best cars for the money now on the market. We intend to push the '486' model and I am not at all backward in predicting that it will make gains on even its present popularity and be the car for El Paso."

"We will carry a complete stock of parts at all times and the service department will be in charge of our able superintendent, Jack McPike."

RELIABILITY GREATEST FACTOR IN AUTO SALES

Advocating closer cooperation between the sales and engineering heads of the automobile industry, Paul Smith, vice president in charge of sales of the Chrysler Motor company, recently delivered an address before members of the Detroit section, Society of Automobile Engineers.

"At the present time, the automobile business is in greater need of millions and billions than inventors or innovators," said Mr. Smith. "Refinement in the way of dressing up the product should supersede efforts to put across something new. The big success in the motor car business have been achieved by those companies who have consistently given the public what it wants."

"In buying a car, the prospect of today considers five points, reliability, appearance, performance, economy and price. The order of importance in which these attributes are arranged depends on the price paid for the car. But whether a man is paying \$500 or \$1,000 for a car, he places reliability at the head of the list. That, to me, is the greatest single thing we have to strive for. Without reliability, the finest body lines in the world will not sell cars. The public of today is buying performance and it is up to the automobile engineer to emphasize this feature as strongly as possible."

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Flinty Mexican Sand Cuts Solid Truck Tire



Pile of discarded solid rubber truck tires at Columbus, on the left, and pile of new Kelly-Springfield solids and press apparatus under the tent.

FLINTY sands of the Mexican desert play merry hob with automobile and truck tires and manufacturers who receive reports from the United States army quartermaster's department that their tires are making even half the usual mileage obtained under commercial conditions are well pleased.

Every time a truck train returns to

Columbus, N. M., from a trip to the front, the tire repair department has a busy time. S. Z. Silversparre, of the Ross Rubber company, was in Columbus this week and obtained the above picture. In the pile at the left are the tires taken off one truck train on its return to the base. Under the tent at the right of the illustration there is a power press for fitting new "solids" on the steel rims and a big pile of new Kelly-Springfield tires.

SAN DIEGO OFFERS MEDALS TO MOTORISTS

The Panama California International exposition extends the most hearty invitation to every automobilist in the United States and Canada to drive to San Diego and participate in the unique program of spectacular automobile events to take place on the 30-acre demonstration field in the heart of the exposition.

Those who make a transcontinental journey to the exposition will be given a reception to linger a lifetime in their memory.

The exposition has just got up a series of beautiful medals of gold, silver and bronze, these to be given to long distance tourists, arriving at the exposition between April 15 and December 21.

The reception committee will pin a gold medal on the transcontinental tourists, silver on the one making a journey of 200 miles, and everyone coming over 100 miles get a medal of bronze.

The reception given these parties will make any efforts they have made well worth while, and through the publicity and special events department their achievements will be heralded by motion pictures and newspapers around the world.

San Diego invites you to the most unique motor show ever given, and will make your trip worth while.

El Paso Motorists Scatter Their Purchases Among Many Dealers

El Paso motorists have a wide choice of cars from which to make their selection. Probably no other city of like size in the country has as many cars represented with agencies as has El Paso.

Statistics as to the actual number of cars in the county are impossible because owners seem to be permitted to freely change their license numbers from old cars to new without any registration. However, an idea of the new cars licensed in El Paso in the first four months of this year may be obtained from the following list, prepared by the El Paso Overland Auto company from the records in the office of the county clerk:

Ford	283
Overland	82
Buick	54
Studebaker	35
Chalmers	34
Dodge Bros.	29
Maxwell	26
Chevrolet	25
Hupmobile	22
Hudson	18
Reo	17
Saxon	14
Cadillac	12
Oakland	9
Mitchell	7
Cole	7
Haynes	6
Engle	6
Chandler	6
Marron	4
Dart	4
Metz	4
Vette	4
Franklin	3
Oldsmobile	3
National	3
Briscoe	2
Jeffery	2
King	2
Grant	1
No record was taken of trucks and motorcycles.	

GASOLINE PRICES NATIONAL INTEREST

Refinement and Simplification of Motor May Be Remedy for High Operation Cost.

The editor of a western newspaper states that not so long ago gasoline was sold for a dollar a gallon without widespread comment. "Today when it advances a fraction of a cent, a gallon is everybody's talk about it."

This editorial comment merely sets forth a big fact; that the cost of operating motor cars has become a matter of nation-wide concern.

The director of the United States bureau of mines says that the prevailing gasoline prices may actually continue for some time, but undoubtedly will reach higher levels.

Like other great problems, this one has educational value in that it causes people to think. They are not spending time in reading voluminous statistics and reports about gasoline, but in common sense fashion they are giving intelligent consideration to the situation in its practical aspect, which involves the operating cost of one car in comparison with that of another.

The association of the demand for gasoline having increased more than 200 per cent in the last five years, cannot help but focus attention on the car which has operated 16 to 20 miles on a gallon of gasoline as against the car using the same quantity of fuel in traveling only six to eight miles.

It would seem that the tendency is bound to result in a permanent decrease in respect to excessive cost of operation, through refinement and simplification in the design of motor cars and scientific light weight.

GEORGE DENNIS WILL BE MISSED BY AUTO DEALERS

General regret was expressed on "gasoline row" Thursday, on the announcement of the death of George F. Dennis, the popular touring car manager of the Goodyear tire branch.

"Mr. Dennis was one of the finest young men we have had dealings with and the announcement of his death was a big shock and a loss to the Goodyear company," said Frank J. Garrett, of the Elliott-Garrett company.

"Every person with whom Mr. Dennis had dealings will regret his death," said J. S. Gething.

"I was very sorry indeed to hear of the death of George Dennis," said Earl Fletcher, of the Western Motor Supply company. "I know of no finer business rival or better fellow than Mr. Dennis."

ANOTHER BIG FACTORY FOR OVERLAND COMPANY

The completion of another big factory structure at the plant of the Willy-Overland company this week gives the Toledo automobile manufacturer an additional 500,000 square feet of floor space available for immediate use. This new unit of the Overland will be occupied at once.

The building is five stories high, built of reinforced concrete throughout and is one of the largest of the many new structures erected by the Overland company. The entire amount of space will be given over to the manufacture of closed cars, a branch of the business which in the past year has developed beyond all expectations of Overland officials.

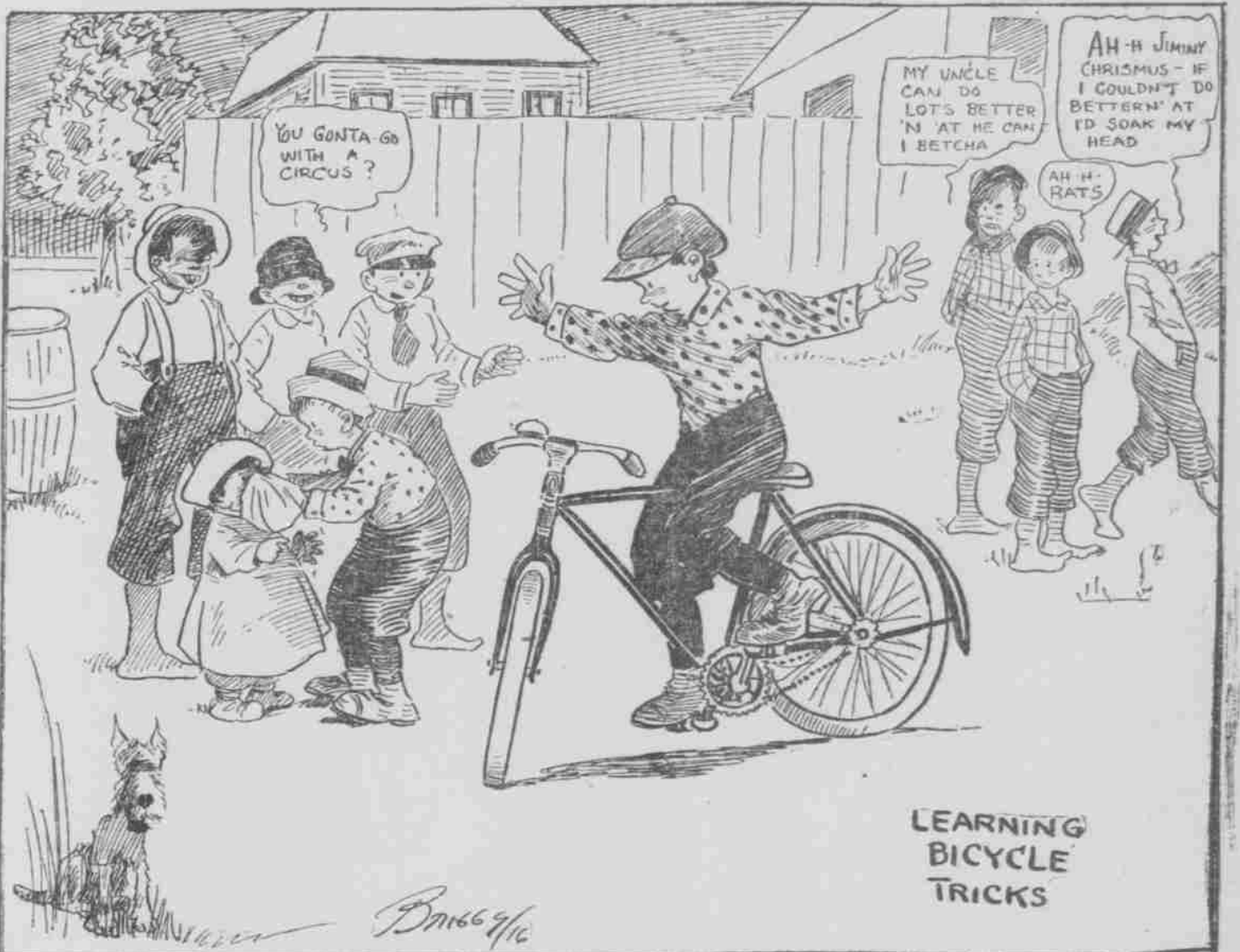
TAKES GRANT TO LAS LUNAS. H. M. Gillespie, of the Southern Motor company's staff, left for Las Lunas, N. M., Saturday morning, with a Grant six touring car for A. M. Whitwell, of that place.

Paso Del Norte Roof Garden. Wednesday and Saturday evenings. Dancing, refreshments, meals and lunches.—Adv.

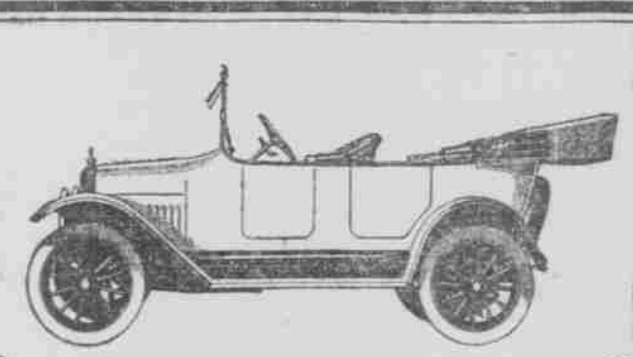
Fail not to hear the musical comedy presented by St. Clement's Men's Club at Kendrick Hall Tuesday evening, May 16. Admission: Adults, 50 cents. Children 25 cents.—Adv.

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